

SERIAL 09043 ITN PUBLIC/PRIVATE PARTNERSHIP ENVIRONMENTAL MESSAGES

DATE OF LAST REVISION: January 26, 2011 CONTRACT END DATE: July 31, 2014

CONTRACT PERIOD THROUGH JULY 31, 2014

TO: All Departments

FROM: Department of Materials Management

SUBJECT: Contract for **PUBLIC/PRIVATE PARTNERSHIP ENVIRONMENTAL MESSAGES**

Attached to this letter is published an effective purchasing contract for products and/or services to be supplied to Maricopa County activities as awarded by Maricopa County on **July 23, 2009 (Eff. 08/01/09)**.

All purchases of products and/or services listed on the attached pages of this letter are to be obtained from the vendor holding the contract. Individuals are responsible to the vendor for purchases made outside of contracts. The contract period is indicated above.

Wes Baysinger, Director
Materials Management

SD/mm
Attach

Copy to: Materials Management
Daren Frank, Air Quality



CONTRACT PURSUANT TO ITN

SERIAL 09043-ITN

This Contract is entered into this 23rd day of July, 2009 by and between Maricopa County ("County"), a political subdivision of the State of Arizona, and **CBS EcoMedia Inc.**, a California corporation ("Contractor") for the purchase of **ENVIRONMENTAL MESSAGES SERVICES**.

1.0 CONTRACT TERM:

- 1.1 This Contract is for a term of FIVE (5) years, beginning on the 1st day of August 2009 and ending the 31st day of July, 2014.
- 1.2 The County may, at its option and with the agreement of the Contractor, renew the term of this Contract for additional terms up to a maximum of FIVE (5) years, (or at the County's sole discretion, extend the contract on a month-to-month bases for a maximum of six (6) months after expiration). The County shall notify the Contractor in writing of its intent to extend the Contract term at least thirty (30) calendar days prior to the expiration of the original contract term, or any additional term thereafter.

2.0 DUTIES:

- 2.1 The Contractor shall perform all duties stated in Exhibit "B", or as otherwise directed in writing by the Procurement Officer.
- 2.2 Payment shall be made to the County upon completion of the Message Media and thereafter annually on that date.

3.0 TERMS and CONDITIONS:

3.1 INDEMNIFICATION:

- 3.1.1 To the fullest extent permitted by law, Contractor shall defend, indemnify, and hold harmless County, its agents, representatives, officers, directors, officials, and employees from and against all claims, damages, losses and expenses, including, but not limited to, attorney fees, court costs, expert witness fees, and the cost of appellate proceedings, relating to, arising out of, or alleged to have resulted from the negligent acts, errors, omissions, mistakes or malfeasance relating to the performance of this Contract. Contractor's duty to defend, indemnify and hold harmless County, its agents, representatives, officers, directors, officials, and employees shall arise in connection with any claim, damage, loss or expense that is caused by any negligent acts, errors, omissions or mistakes in the performance of this Contract by the Contractor, as well as any person or entity for whose acts, errors, omissions, mistakes or malfeasance Contractor may be legally liable.
- 3.1.2 The amount and type of insurance coverage requirements set forth herein will in no way be construed as limiting the scope of the indemnity in this paragraph.
- 3.1.3 The scope of this indemnification does not extend to the sole negligence of County.

3.2 INSURANCE REQUIREMENTS:

- 3.2.1 Contractor, at Contactor's own expense, shall purchase and maintain the herein stipulated minimum insurance from a company or companies duly licensed by the State of Arizona and possessing a current A.M. Best, Inc. rating of B++6. In lieu of State of Arizona licensing, the stipulated insurance may be purchased from a company or companies, which are authorized to do business in the State of Arizona, provided that said insurance companies meet the approval of County. The form of any insurance policies and forms must be acceptable to County.
- 3.2.2 All insurance required herein shall be maintained in full force and effect until all work or service required to be performed under the terms of the Contract is satisfactorily completed and formally accepted. Failure to do so may, at the sole discretion of County, constitute a material breach of this Contract.
- 3.2.3 Contractor's insurance shall be primary insurance as respects County, and any insurance or self-insurance maintained by County shall not contribute to it.
- 3.2.4 Any failure to comply with the claim reporting provisions of the insurance policies or any breach of an insurance policy warranty shall not affect the County's right to coverage afforded under the insurance policies.
- 3.2.5 The insurance policies may provide coverage that contains deductibles or self-insured retentions. Such deductible and/or self-insured retentions shall not be applicable with respect to the coverage provided to County under such policies. Contactor shall be solely responsible for the deductible and/or self-insured retention and County, at its option, may require Contractor to secure payment of such deductibles or self-insured retentions by a surety bond or an irrevocable and unconditional letter of credit.
- 3.2.6 County reserves the right to request and to receive, within 10 working days, certified copies of any or all of the herein required insurance certificates. County shall not be obligated to review policies and/or endorsements or to advise Contractor of any deficiencies in such policies and endorsements, and such receipt shall not relieve Contractor from, or be deemed a waiver of County's right to insist on strict fulfillment of Contractor's obligations under this Contract.
- 3.2.7 The insurance policies required by this Contract, except Workers' Compensation, and Errors and Omissions, shall name County, its agents, representatives, officers, directors, officials and employees as Additional Insureds.
- 3.2.8 The policies required hereunder, except Workers' Compensation, and Errors and Omissions, shall contain a waiver of transfer of rights of recovery (subrogation) against County, its agents, representatives, officers, directors, officials and employees for any claims arising out of Contractor's work or service.
- 3.2.9 Commercial General Liability.

Commercial General Liability insurance and, if necessary, Commercial Umbrella insurance with a limit of not less than \$1,000,000 for each occurrence, \$2,000,000 Products/Completed Operations Aggregate, and \$2,000,000 General Aggregate Limit. The policy shall include coverage for bodily injury, broad form property damage, personal injury, products and completed operations and blanket contractual coverage, and shall not contain any provision which would serve to limit third party action over claims. There shall be no endorsement or modification of the CGL limiting the scope of coverage for liability arising from explosion, collapse, or underground property damage.

3.2.10 Automobile Liability.

Commercial/Business Automobile Liability insurance and, if necessary, Commercial Umbrella insurance with a combined single limit for bodily injury and property damage of not less than \$1,000,000 each occurrence with respect to any of the Contractor's owned, hired, and non-owned vehicles assigned to or used in performance of the Contractor's work or services under this Contract.

3.2.11 Workers' Compensation.

3.2.11.1 Workers' Compensation insurance to cover obligations imposed by federal and state statutes having jurisdiction of Contractor's employees engaged in the performance of the work or services under this Contract; and Employer's Liability insurance of not less than \$100,000 for each accident, \$100,000 disease for each employee, and \$500,000 disease policy limit.

3.2.11.2 Contractor waives all rights against County and its agents, officers, directors and employees for recovery of damages to the extent these damages are covered by the Workers' Compensation and Employer's Liability or commercial umbrella liability insurance obtained by Contractor pursuant to this Contract.

3.2.11.3 Prior to commencing work or services under this Contract, Contractor shall have insurance in effect as required by the Contract in the form provided by the County, issued by Contractor's insurer(s), as evidence that policies providing the required coverage, conditions and limits required by this Contract are in full force and effect. Such certificates shall be made available to the County upon 48 hours notice. BY SIGNING THE AGREEMENT PAGE THE CONTRACTOR AGREES TO THIS REQUIREMENT AND UNDERSTANDS THAT FAILURE TO MEET THIS REQUIREMENT WILL RESULT IN CANCELLATION OF THIS CONTRACT.

3.2.11.3.1 In the event any insurance policy (ies) required by this Contract is (are) written on a "claims made" basis, coverage shall extend for two (2) years past completion and acceptance of Contractor's work or services and as evidenced by annual Certificates of Insurance.

3.2.11.3.2 If a policy does expire during the life of the Contract, a renewal certificate must be sent to County fifteen (15) days prior to the expiration date.

3.2.12 Cancellation and Expiration Notice.

Insurance required herein shall not be permitted to expire, be canceled, or materially changed without thirty (30) days prior written notice to the County.

3.3 INSPECTION OF SERVICES:

3.3.1 The Contractor shall provide and maintain an inspection system acceptable to County covering the services under this Contract. Complete records of all inspection work performed by the Contractor shall be maintained and made available to County during contract performance and for as long afterwards as the Contract requires.

3.3.2 County has the right to inspect and test all services called for by the Contract, to the extent practicable at all times and places during the term of the Contract. County shall perform inspections and tests in a manner that will not unduly delay the work.

3.3.3 If any of the services do not conform with Contract requirements, County may require the Contractor to perform the services again in conformity with Contract requirements, at an increase in Contract amount. When the defects in services cannot be corrected by re-performance, County may:

3.3.3.1 Require the Contractor to take necessary action to ensure that future performance conforms to Contract requirements; and

3.3.3.2 Reduce the Contract price to reflect the reduced value of the services performed.

3.3.4 If the Contractor fails to promptly perform the services again or to take the necessary action to ensure future performance in conformity with Contract requirements, County may:

3.3.4.1 By Contract or otherwise, perform the services and charge to the Contractor any cost incurred by County that is directly related to the performance of such service; or

3.3.4.1 Terminate the Contract for default.

3.4 INTERNET ORDERING CAPABILITY:

The County intends, at its option, to use the Internet to communicate and to place orders under this Contract.

3.5 NOTICES:

All notices given pursuant to the terms of this Contract shall be addressed to:

For County:
Maricopa County
Department of Materials Management
Attn: Director of Purchasing
320 West Lincoln Street
Phoenix, Arizona 85003-2494

For Contractor:
~~EcoMedia~~
~~Attn: Market Development~~
919 Manhattan Ave. Suite 100
Manhattan Beach, California 90266

CBS EcoMedia Inc.
Attn: Janice Sakamoto

3.6 REQUIREMENTS CONTRACT:

3.6.1 Contractor signifies its understanding and agreement by signing this document that this Contract is a requirements contract.

3.7 EXCLUSIVITY:

During the term of this Agreement, County agrees not to newly implement or contract with any person or entity other than EcoMedia subsequent to execution of this Agreement for a program or service to be associated with the County's Green Program that is substantially similar to the EcoZone® Program contemplated by this Agreement. This prohibition is limited to media programs and services appropriating funding for environmental projects within County. Notwithstanding the foregoing, EcoMedia acknowledges and agrees that County will, during the Term, continue its efforts to secure funding from sources other than local tax revenues to fund the Environmental Improvement Projects, which sources may include, but shall not be limited to, grants, gifts and donations, as well as sponsorship programs that have been initiated within the County prior to the Effective Date.

3.8 TERMINATION FOR CONVENIENCE:

The County reserves the right to terminate the Contract, in whole or in part at any time, when in the best interests of the County without penalty or recourse. Upon receipt of the written notice, the Contractor shall immediately stop all work, as directed in the notice, notify all subcontractors of the effective date of the termination and minimize all further costs to the County. In the event of termination under this paragraph, all documents, data and reports prepared by the Contractor under the Contract shall become the property of and be delivered to the County upon demand. The Contractor shall be entitled to receive just and equitable compensation for work in progress, work completed and materials accepted before the effective date of the termination.

3.9 TERMINATION FOR DEFAULT:

3.9.1 In addition to the rights reserved in the Contract, the County may terminate the Contract in whole or in part due to the failure of the Contractor to comply with any term or condition of the Contract, to acquire and maintain all required insurance policies, bonds, licenses and permits, or to make satisfactory progress in performing the Contract. The Procurement Officer shall provide written notice of the termination and the reasons for it to the Contractor.

3.9.2 Upon termination under this paragraph, all goods, materials, documents, data and reports prepared by the Contractor under the Contract shall become the property of and be delivered to the County on demand.

3.9.3 The County may, upon termination of this Contract, procure, on terms and in the manner that it deems appropriate, materials or services to replace those under this Contract. The Contractor shall be liable to the County for any excess costs incurred by the County in procuring materials or services in substitution for those due from the Contractor.

3.9.4 The Contractor shall continue to perform, in accordance with the requirements of the Contract, up to the date of termination, as directed in the termination notice.

4.0 STATUTORY RIGHT OF CANCELLATION FOR CONFLICT OF INTEREST:

Notice is given that pursuant to A.R.S. §38-511 the County may cancel this Contract without penalty or further obligation within three years after execution of the contract, if any person significantly involved in initiating, negotiating, securing, drafting or creating the contract on behalf of the County is at any time while the Contract or any extension of the Contract is in effect, an employee or agent of any other party to the Contract in any capacity or consultant to any other party of the Contract with respect to the subject matter of the Contract. Additionally, pursuant to A.R.S §38-511 the County may recoup any fee or commission paid or due to any person significantly involved in initiating, negotiating, securing, drafting or creating the contract on behalf of the County from any other party to the contract arising as the result of the Contract.

4.1 ADDITIONS/DELETIONS OF SERVICE:

The County reserves the right to add and/or delete products and/or services provided under this Contract. If a requirement is deleted, payment to the Contractor will be reduced proportionately to the amount of service reduced in accordance with the proposal price. If additional services and/or products are required from this Contract, prices for such additions will be negotiated between the Contractor and the County.

4.2 RELATIONSHIPS:

In the performance of the services described herein, the Contractor shall act solely as an independent contractor, and nothing herein or implied herein shall at any time be construed as to create the relationship of employer and employee, partnership, principal and agent, or joint venture between the District and the Contractor.

4.3 AMENDMENTS:

All amendments to this Contract shall be in writing and approved/signed by both parties. Maricopa County Materials Management shall be responsible for approving all amendments for Maricopa County.

4.4 RETENTION OF RECORDS:

4.4.1 The Contractor agrees to retain all financial books, records, and other documents relevant to this Contract for five (5) years after final payment or until after the resolution of any audit questions which could be more than five (5) years, whichever is longer. The County, Federal or State auditors and any other persons duly authorized by the Department shall have full access to, and the right to examine copy and make use of, any and all said materials.

4.4.2 If the Contractor's books, records and other documents relevant to this Contract are not sufficient to support and document that requested services were provided, the Contractor shall reimburse Maricopa County for the services not so adequately supported and documented.

4.5 AUDIT DISALLOWANCES:

If at any time, County determines that a cost for which payment has been made is a disallowed cost, such as overpayment, County shall notify the Contractor in writing of the disallowance. County shall also state the means of correction, which may be but shall not be limited to adjustment of any future claim submitted by the Contractor by the amount of the disallowance, or to require repayment of the disallowed amount by the Contractor.

4.6 ALTERNATIVE DISPUTE RESOLUTION:

4.6.1 After the exhaustion of the administrative remedies provided in the Maricopa County Procurement Code, any contract dispute in this matter is subject to compulsory arbitration. Provided the parties participate in the arbitration in good faith, such arbitration is not binding and the parties are entitled to pursue the matter in state or federal court sitting in Maricopa County for a de novo determination on the law and facts. If the parties cannot agree on an arbitrator, each party will designate an arbitrator and those two arbitrators will agree on a third arbitrator. The three arbitrators will then serve as a panel to consider the arbitration. The parties will be equally responsible for the compensation for the arbitrator(s). The hearing, evidence, and procedure will be in accordance with Rule 74 of the Arizona Rules of Civil Procedure. Within ten (10) days of the completion of the hearing the arbitrator(s) shall:

4.6.1.1 Render a decision;

4.6.1.2 Notify the parties that the exhibits are available for retrieval; and

4.6.1.3 Notify the parties of the decision in writing (a letter to the parties or their counsel shall suffice).

4.6.2 Within ten (10) days of the notice of decision, either party may submit to the arbitrator(s) a proposed form of award or other final disposition, including any form of award for attorneys' fees and costs. Within five (5) days of receipt of the foregoing, the opposing party may file objections. Within ten (10) days of receipt of any objections, the arbitrator(s) shall pass upon the objections and prepare a signed award or other final disposition and mail copies to all parties or their counsel.

4.6.3 Any party which has appeared and participated in good faith in the arbitration proceedings may appeal from the award or other final disposition by filing an action in

the state or federal court sitting in Maricopa County within twenty (20) days after date of the award or other final disposition. Unless such action is dismissed for failure to prosecute, such action will make the award or other final disposition of the arbitrator(s) a nullity.

4.7 SEVERABILITY:

The invalidity, in whole or in part, of any provision of this Contract shall not void or affect the validity of any other provision of this Contract.

4.8 RIGHTS IN DATA:

The County shall own have the use of all data and reports resulting from this Contract without additional cost or other restriction except as provided by law. Each party shall supply to the other party, upon request, any available information that is relevant to this Contract and to the performance hereunder.

4.9 INTEGRATION:

This Contract represents the entire and integrated agreement between the parties and supersedes all prior negotiations, proposals, communications, understandings, representations, or agreements, whether oral or written, express or implied.

5.0 VERIFICATION REGARDING COMPLIANCE WITH ARIZONA REVISED STATUTES §41-4401 AND FEDERAL IMMIGRATION LAWS AND REGULATIONS:

5.01 By entering into the Contract, the Contractor warrants compliance with the Immigration and Nationality Act (INA using e-verify) and all other federal immigration laws and regulations related to the immigration status of its employees. The contractor shall obtain statements from its subcontractors certifying compliance and shall furnish the statements to the Procurement Officer upon request. These warranties shall remain in effect through the term of the Contract. The Contractor and its subcontractors shall also maintain Employment Eligibility Verification forms (I-9) as required by the Immigration Reform and Control Act of 1986, as amended from time to time, for all employees performing work under the Contract and verify employee compliance using the E-verify system. I-9 forms are available for download at USCIS.GOV.

5.02 The County may request verification of compliance for any contractor or subcontractor performing work under the Contract. Should the County suspect or find that the Contractor or any of its subcontractors are not in compliance, the County may pursue any and all remedies allowed by law, including, but not limited to: suspension of work, termination of the Contract for default, and suspension and/or department of the Contractor. All costs necessary to verify compliance are the responsibility of the Contractor.

5.1 VERIFICATION REGARDING COMPLIANCE WITH ARIZONA REVISED STATUTES §§35-391.06 AND 35-393.06 BUSINESS RELATIONS WITH SUDAN AND IRAN:

5.1.1 By entering into the Contract, the Contractor certifies it does not have scrutinized business operations in Sudan or Iran. The contractor shall obtain statements from its subcontractors certifying compliance and shall furnish the statements to the Procurement Officer upon request. These warranties shall remain in effect through the term of the Contract.

5.1.2 The County may request verification of compliance for any contractor or subcontractor performing work under the Contract. Should the County suspect or find that the Contractor or any of its subcontractors are not in compliance, the County may pursue any and all remedies allowed by law, including, but not limited to: suspension of work, termination of the Contract for default, and suspension and/or department of the Contractor. All costs necessary to verify compliance are the responsibility of the Contractor.

5.2 CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

5.2.1 The undersigned (authorized official signing for the Contractor) certifies to the best of his or her knowledge and belief, that the Contractor, defined as the primary participant in accordance with 45 CFR Part 76, and its principals:

5.2.1.1 are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal Department or agency;

5.2.1.2 have not within 3-year period preceding this Contract been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;

5.2.1.3 are not presently indicted or otherwise criminally or civilly charged by a government entity (Federal, State or local) with commission of any of the offenses enumerated in paragraph (2) of this certification; and

5.2.1.4 have not within a 3-year period preceding this Contract had one or more public transaction (Federal, State or local) terminated for cause of default.

5.2.2 Should the Contractor not be able to provide this certification, an explanation as to why should be attached to the Contract.

5.2.3 The Contractor agrees to include, without modification, this clause in all lower tier covered transactions (i.e. transactions with subcontractors) and in all solicitations for lower tier covered transactions related to this Contract.

5.3 GOVERNING LAW:

This Contract shall be governed by the laws of the state of Arizona. Venue for any actions or lawsuits involving this Contract will be in Maricopa County Superior Court or in the United States District Court for the District of Arizona, sitting in Phoenix, Arizona

5.4 ORDER OF PRECEDENCE:

In the event of a conflict in the provisions of this Contract and Contractor's license agreement, if applicable, the terms of this Contract shall prevail.

5.5 INCORPORATION OF DOCUMENTS:

The following are to be attached to and made part of this Contract:

5.5.1 Exhibit A, Revenue Sharing Agreement

5.5.2 Exhibit B, Scope of Services

IN WITNESS WHEREOF, this Contract is executed on the date set forth above.

CONTRACTOR

AUTHORIZED SIGNATURE

PRINTED NAME AND TITLE

ADDRESS

DATE

MARICOPA COUNTY

DIRECTOR MATERIALS MANAGEMENT

DATE

APPROVED AS TO FORM:

DEPUTY MARICOPA COUNTY ATTORNEY

DATE

EXHIBIT A

SERIAL 09043 EXHIBIT A,

PUBLIC/PRIVATE PARTNERSHIP ENVIRONMENTAL MESSAGES

REVENUE SHEET, NIGP 96153

BIDDER NAME:	<u>CBS EcoMedia</u>
F.I.D./VENDOR #:	<u>W000015147</u>
BIDDER ADDRESS:	<u>919 MANHATTAN AVE., SUITE 100,</u>
	<u>MANHATTAN BEACH CA. 90266</u>
P.O. ADDRESS:	<u>SAME</u>
BIDDER PHONE #:	<u>310-374-8212</u>
BIDDER FAX #:	<u>310-374-2213</u>
COMPANY WEB SITE:	<u>WWW.ECOZONEMEDIA.COM</u>
COMPANY CONTACT (REP):	<u>JANICE SAKAMOTO</u>
E-MAIL ADDRESS (REP):	<u>JANICE@ECOZONEMEDIA.COM janice.sakamoto@ecomediabs.com</u>

WILLING TO ACCEPT FUTURE SOLICITATIONS VIA EMAIL: YES

OTHER GOV'T. AGENCIES MAY USE THIS CONTRACT: YES

1.0 REVENUE SHARING PERCENTAGE

	COUNTY SHARE
1.1 STREET SIGNS, PARKING SIGNS, SKYWAY BANNERS ETC.	50%
1.2 TWO SIDED FREE STANDING MONUMENTS ETC.	35%

REVENUE TO BE PAID TO COUNTY ANNUALLY WITH THE FIRST PAYMENT DUE UPON COMPLETION OF THE SIGN.

EXHIBIT B

1.0 **INTENT:**

Contractor shall sell regional and national businesses sustainable media that include advertising on existing media platforms - television, radio, outdoor, online, and public property - with a percentage of the advertising funding local environmental projects. These initiatives will focus on the mission of the Maricopa County Green Government Program which is to achieve a cleaner, healthier, and higher quality Maricopa County.

2.0 **SCOPE OF SERVICES:**

- 2.1 The Contractor shall work collaboratively with Maricopa County to identify other opportunities for media development on public property with up to 50% of EcoZone revenues generated from educational outdoor signage or other outdoor media formats going to fund the community's pre-determined environmental and clean energy projects.
- 2.2 The Contractor's team will establish a sales and marketing plan once a partnership with Maricopa County is mutually agreed upon contractually. Sales efforts will be focused on local, regional and national sponsorship opportunities offering advertisers tiered levels of support.
- 2.3 The Contractor shall partner with Maricopa County to include the funding of projects that meet the mission of the Green Government Program. These projects might include public building retrofits to improve energy efficiency, renewable energy projects, water conservation strategies, strategies to increase recycling/composting. These projects are addition to the funding generated through the sponsorship of outdoor educational signage. The EcoZone Maricopa County partnership may include outdoor educational signs located strategically in the county public-right-of-way.
- 2.4 The Contractor shall leverage program sponsorships to fund, produce and administer comprehensive community outreach and education programs via the following media:
 - 2.4.1 Television
 - 2.4.2 Radio
 - 2.4.3 Online
 - 2.4.4 Outdoor signage
 - 2.4.5 Interactive outdoor kiosks
- 2.5 The Contractor identifies all of the sign locations throughout the county; sells all sponsorships; and designs, produces and maintains all of the media components. Contractor will send Maricopa County a check every quarter, generated from educational signage, to invest in priority environmental initiatives.
- 2.6 Upon contract approval Contractor shall implement the following activities:
 - 2.6.1 Identify potential sign and kiosk locations throughout Maricopa County.
 - 2.6.2 Provide Maricopa County with a comprehensive report detailing individual sign locations for review and approval. Each location will be identified with a digital photo and GIS mapping information.
 - 2.6.3 Coordinate with Maricopa County to identify the potential media vehicle placement on County-owned property.
 - 2.6.4 Actively sell local, regional and national sponsorships and negotiate final sponsorship organizations with Maricopa County.

- 2.6.5 Once sponsorships are sold, the Contractor shall create and produce media, including outdoor signage, outdoor kiosks.
- 2.6.6 The Contractor shall hire a local vendor to install and maintain outdoor signage and kiosks.
- 2.6.7 The Contractor shall buy broadcast airtime based on sold sponsorships of television commercials.
- 2.6.8 The Contractor shall provide the County with copies of television commercials, radio spots, and television shows for repurposing and/or airing on local cable stations and public access channels.
- 2.6.9 The Contractor shall work with Maricopa County on the language used on the outdoor signage.
- 2.6.10 The Contractor shall coordinate with Maricopa County on any press events to promote the program and accomplishments.

CBS ECOMEDIA, 919 MANHATTAN AVENUE SUITE 100, MANHATTAN BEACH, CA 90266

PRICING SHEET: 9615302

Terms:	NET 30
Vendor Number:	W000015147 X
Telephone Number:	310/374-8212
Fax Number:	310/374-2213
Contact Person:	Janice Sakamoto
E-mail Address:	janice.sakamoto@ecomediabs.com
Certificates of Insurance	Required
Contract Period:	To cover the period ending July 31, 2014.